



THIS IS CHANNEL X

Imagine having hundreds of public media stories available at your fingertips. Channel X is changing the way public media is created, discovered and broadcast.

- **Access to top quality programs, documentaries, films and news reports**

Content collections can include multiple forms of video, audio, text, images and closed caption files.
- **Instantly download high-quality audio or video for your station's broadcast or digital channels**

No matter the output, Channel X offers downloadable broadcast-quality audio or video and even digital streaming options.
- **Speedy uploading and downloading**

No transferring via hard drive or slow FTP connections. Channel X uploads and downloads in seconds.
- **One-click licensing simplifies content flow between stations and independent producers**

There's no need for complicated licensing arrangements with Channel X—just review the terms and click "I agree."

Engage your community and expand your audience with meaningful stories. Sign up at channelx.org today.

Photos, left to right – Top Row: Harvest Public Media; KRWG; PBS NewsHour Student Reporting Labs; Center Row: Inside Energy, Harvest Public Media, KCETLink; Bottom Row: KPBS, WXXI, KCTS 9

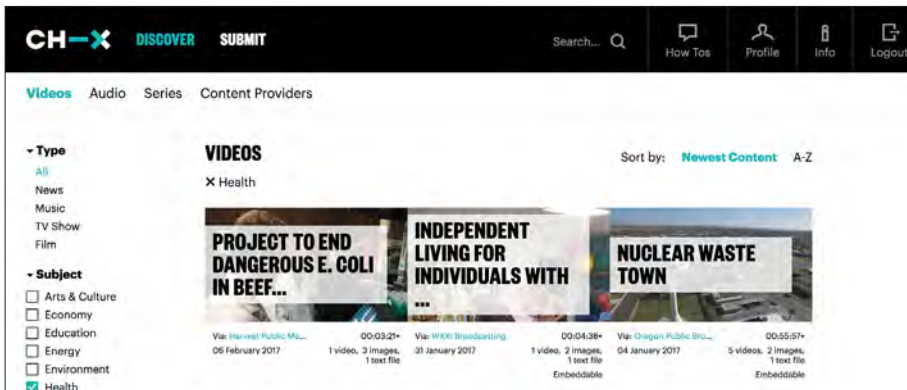


CHANNEL X USER GUIDE

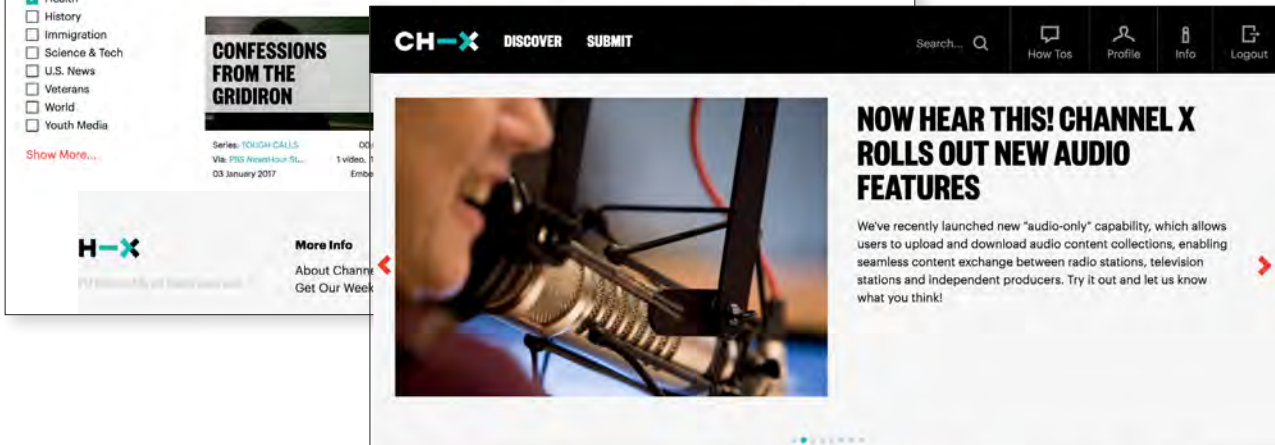
Producers and Broadcasters use **Channel X.org** every day to discover, share, license and download multimedia content, enabling media outlets to create and partner with one another via a simple yet powerful platform.

➤ SEARCH + DISCOVER

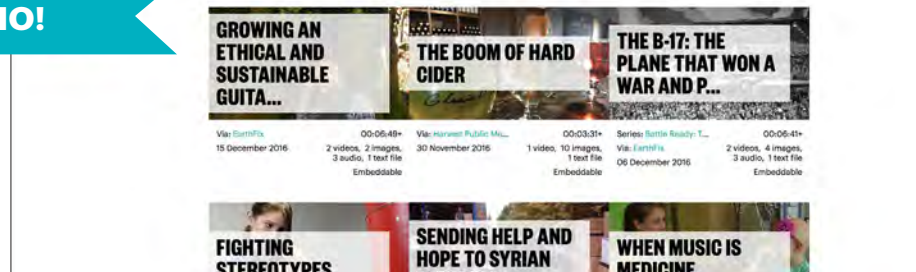
Use our flexible navigation system to find stories; browse for content providers or search by topic. Watch/listen online before licensing. New contributions are added daily.



Refine search by Type and Subject



NOW SUPPORTING AUDIO!

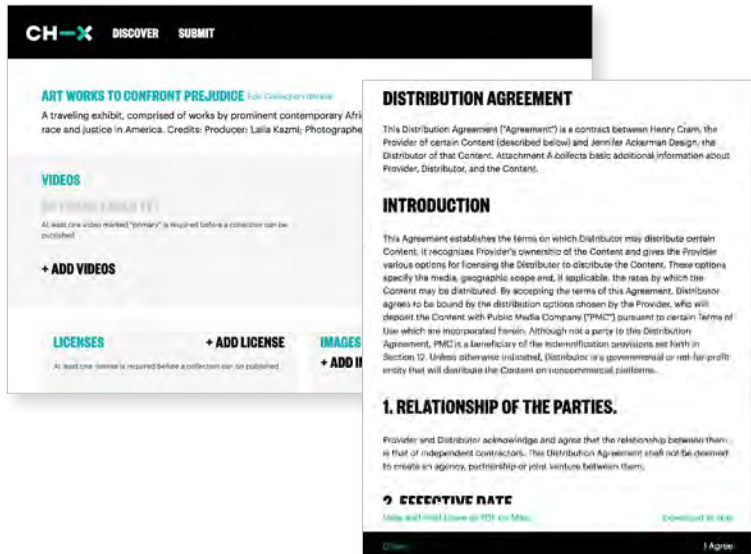


Channel X's **innovative content exchange** works especially well for independent media outlets working together as partners.

➤ **UPLOAD, LICENSE + SELL**

Upload content produced by reporting teams and license it to other independent and public media. Sell content to other outlets and receive payment electronically.

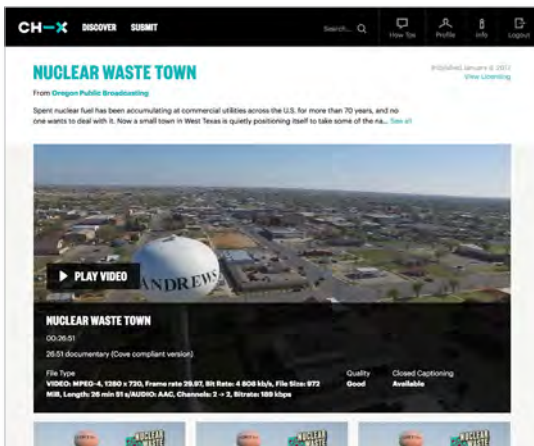
Submit content and assign rights easily



➤ **DOWNLOAD + STREAM**

Download broadcast-quality audio or video files, high-res images and text files such as scripts, metadata and closed captions. Stream video and audio directly using Channel X's player.

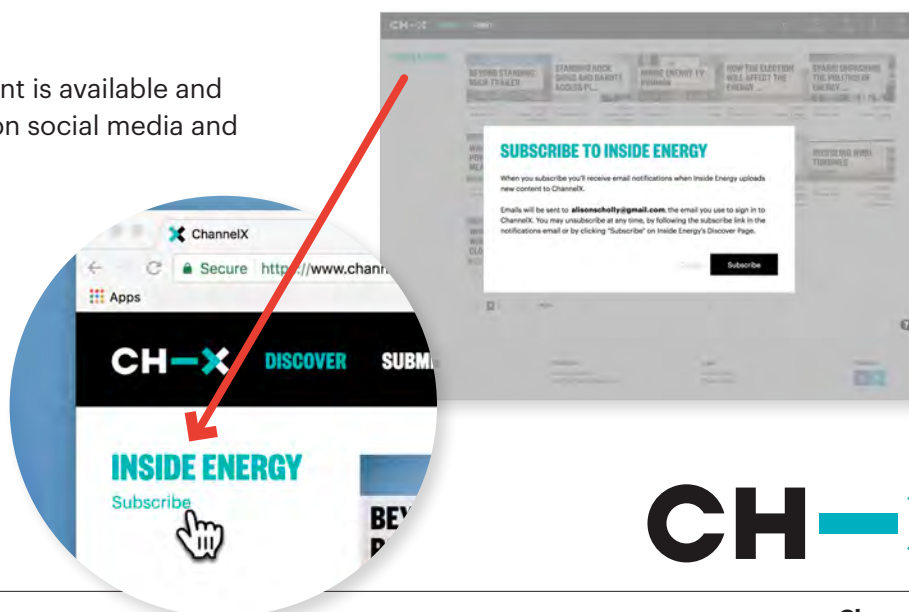
Secure rights to video, audio and related items by clicking a single button



➤ **NOTIFY + PROMOTE**

Notify partners when new content is available and promote your Channel X video on social media and drive traffic back to your site.

Subscribe to learn when new content is available



91

registered
stations

44

content
providers

887

multimedia
content
packages
uploaded

847

downloads

500

public media
leaders demo'd
+ counting!

LOOK WHO'S USING CHANNEL X

Here's a sampling of what you'll find on ChannelX.org.*

> participating stations — both radio and television

- | | |
|------------------------------------|---------------------------------|
| KPBS – San Diego | Prairie Public Broadcasting |
| KQED – San Francisco | Illinois Public Media |
| Oregon Public Broadcasting | PBS Hawaii |
| KCTS – 9 Seattle | KUOW – Seattle |
| Rocky Mountain Public Broadcasting | Arkansas Public Broadcasting |
| WXXI – Rochester, NY | Arizona Public Media |
| WOSU – Ohio | Georgia Public Broadcasting |
| Net Nebraska | KCPT – Kansas City |
| WGBH – Boston | KCET – Los Angeles |
| | Connecticut Public Broadcasting |

> content providers

- | | |
|------------------|--|
| Indie America | Center for New American Media |
| Blank on Blank | Harvest Public Media |
| EarthFix | Center for Asian American Media |
| Innovation Trail | PBS NewsHour |
| Inside Energy | Arizona Center for Investigative Reporting |
| Fronteras | Side Effects Public Media |

> stories on

- | | |
|-----------------------|----------------------------------|
| Energy Grid Potential | Concussions in Youth Sports |
| Wearable Trchnology | Cybersecurity Industry |
| Environmental Justice | Drones in Agriculture |
| Medical Advancements | Economic Development and Art |
| Veterans Stories | Disability Rights and Activitism |
| Music Therapy | Food Waste Reduction |

*Activity measured June 1, 2015 to August 8, 2017

